

## CLAIMS

1. A liquid crystal display device, comprising:  
a color filter substrate having a color filter formed thereon;  
and  
a counter substrate opposing to the color filter substrate  
via a liquid crystal layer,  
characterized in that a reflective film is formed between a  
colored layer serving as the color filter and the liquid crystal  
layer to have an area smaller than an area of the colored layer.
2. A liquid crystal display device according to claim 1, characterized  
in that the reflective film is formed on the colored layer.
3. A liquid crystal display device according to claim 2, characterized  
in that a transparent insulating film is formed between the colored  
layer and the reflective film.
4. A liquid crystal display device according to claim 3, characterized  
in that the reflective film is a metal reflective film, and the  
transparent insulating film is a silicon oxide or a titanium oxide.
5. A liquid crystal display device according to claim 4, characterized  
in that the metal reflective film comprises aluminum or silver.

6. A liquid crystal display device according to any one of claims 2 to 5, characterized in that a planarizing film is formed to cover the reflective film.

7. A liquid crystal display device according to claim 1, characterized in that a planarizing film is formed on the color filter, and the reflective film is formed on the planarizing film.

8. A liquid crystal display device according to any one of claims 1 to 7, characterized in that an area of the reflective film is 10% to 50% of an area of the colored layer.

9. A liquid crystal display device according to any one of claims 1 to 7, characterized in that an area of the reflective film is 10% to 50% of an area of a pixel electrode including: a transparent electrode formed on the filter substrate; and an opposite electrode formed on the counter substrate.

10. A liquid crystal display device according to any one of claims 1 to 9, characterized in that the reflective film has a thickness of 0.1 to 0.2  $\mu\text{m}$ .